

Press Release

Meet your business match at Interbuild Africa 2010

JOHANNESBURG – April 16, 2010 – In a bid to enhance the interaction between exhibitors and visitors at the largest and most comprehensive construction, building and building services exhibition on the continent, Interbuild Africa 2010, Specialised Exhibitions has announced that this year it will be running a business matchmaking programme as well as an African visitor promotion campaign before and at the show.

“We believe that these initiatives will increase the return on investment for both buyers and sellers as the business matchmaking programme will give delegates the opportunity to engage with one other on an exclusive basis, enabling exhibitors to meet their target markets and allowing visitors to find exactly what they are looking for,” says Specialised Exhibitions’ chief executive officer, Gary Corin.

“In addition, as Africa is an increasingly important trade and investment market for South African companies, we want to give exhibitors the opportunity to promote their products and services into Africa. Hence the appointment of a specialist trade and investment promotion company, to grow the number of quality visitors from targeted African countries to meet with the exhibitors at the show and to establish direct business links.”

The entire SADC region will be aimed for, including Angola, Botswana, Democratic Republic of Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Swaziland, Tanzania, Zambia and Zimbabwe as well as other key English speaking African countries with close ties to South Africa such as Ghana, Kenya and Uganda.

The business matchmaking programme will be using sophisticated technology to profile participants, match their needs with those who can offer the most benefit for them and set up one-on-one meetings. Having run these programmes at 21 business events last year, participants rated it as the most essential activity at a conference or exhibition, achieving an average 85 percent response rate to meetings they scheduled.

Specialised Exhibitions is encouraging interested parties to avoid disappointment and book their tickets for Interbuild as soon as possible by pre-registering on www.interbuild.co.za.

Taking place from 8 to 11 September at the MTN Expo Centre, NASREC in Gauteng, Interbuild Africa 2010 includes co-locating shows Plumbdrain Africa, Sani’ter, Frigair, Glass Expo Africa, Hardex and Woodpro Africa.

About Specialised Exhibitions

Specialised Exhibitions offers South Africa’s largest portfolio of exhibitions, servicing business to business sectors of the Southern African economy, and backed by over 40 years of experience. Specialised Exhibitions is a member of the prestigious Montgomery Group and is recognised locally and internationally as an organiser of innovative, inspiring and highly effective exhibitions that meet the needs of the industries it serves.

The acquisition of Exhibitions for Africa (EFA) in late 2007 by Specialised Exhibitions Pty Ltd, a subsidiary of Andry Montgomery Ltd, has created a major force in the B2B trade exhibition market in Southern Africa. Both companies had built extremely strong company brands with equally strong partner brand identification within their exhibition portfolios.

CONTACTS:

Specialised Exhibitions, Roz Nash, tel: +27 (0) 11 835-1565, e-mail: roz@specialised.com

icomm, Debbie Sielemann, tel: +27 (0) 82 414 4633, e-mail: debbie@pr.co.za

Debbie Sielemann
e-mail: debbie@pr.co.za
Tel: +27 (0) 11 658-1310
Mobile: +27 (0) 82 414 4633
Fax: +27 (0) 11 658-1310